**PowerPulse** is published by Opportunity Media Inc., and is the leading source for practical design information and the latest technology and industry developments covering all aspects of power electronics.

PowerPulse delivers the industry's only daily news service via PowerPulseDaily emails to over 50,000 subscribers, delivering over 1 million email updates monthly to subscribers.

PowerPulse specializes in identifying market and sales opportunities for advertisers through a customized mix of driving lead generation, increasing brand awareness and share of mind, and delivering click-thrus to advertiser websites.

PowerPulse has been connecting power system engineers with the latest solutions and advertisers with power system engineers for over 20 years.

PowerPulse reaches the readers who matter. In a recent survey, 73% indicated that they "Manage or Influence" purchases of power management and power conversion products, and 76% indicated that they had taken action after seeing an ad on PowerPulse and "visited an advertiser web site." When asked about their "primary job function," 67% of PowerPulse readers responded that they are involved in some phase of engineering activities, 22% are in various executive management positions, and 11% cited "other involvement" with power electronics.

Not only does PowerPulseDaily have over 50,000 requested daily email subscriptions, almost 20% of PowerPulse readers visit the web site on a daily basis and an astounding 70% visit weekly or more often.

"PowerPulse readers are looking for new product and technology solutions for the design challenges they face in their daily professional activities. And our Daily coverage gives PowerPulse readers the fastest-access possible to the latest developments in power electronics," stated Jeff Shepard, Editor.

"In publishing in general, 'content is king.' On the Internet, 'News Content is King,' and PowerPulse.Net delivers far more news coverage than any other source," Shepard continued. "Our comprehensive global coverage of highly-relevant and leading-edge product, technology and industry news is what drives our remarkable reader loyalty for PowerPulseDaily email news service and enables PowerPulse.net to consistently deliver over eight-million monthly ad impressions," he concluded.
Do you manage or influence purchasing?

73% YES
27% NO

Which of the following websites do you visit at least once per week (online only)?

PowerPulse.Net: 69.2%
EETimes.com: 44.2%
EDN.com: 42.6%
ElectronicDesign.com: 41.8%
PowerElectronics.com (PET): 33.9%
BodosPower.com: 23.9%
ECN.com: 22.3%
PowerSystemDesign.com (PSD): 20.7%
ElectronicProducts.com: 19.5%
Power-mag.com (Power Electronics Europe): 8.0%
PDDnet.com (Product Design & Development): 2.0%

Have you taken ACTION after seeing an ad on PowerPulse?

12.3% Bought a product or service
23.0% Recommended the advertiser
28.9% Requested more information
38.7% Considered a product or service
76.1% Visited an advertisers website

Monthly Circulation

- 32.8% Europe
- 22.4% Asia
- 39.1% North America
- 5.7% ROW

Job Activity

- Engineering: 67%
- Executive Management: 22%
- Other: 11%
Lead Generation

PowerPulse **Content Marketing** Primary Goals

1) Raise brand awareness
2) Educate the marketplace
3) Achieve measurable results
4) Produce a bigger list of named sales prospect contacts!

**Webinars** include:
- Rehearsal(s) with PowerPulse staff to ensure the event runs smoothly
- 5 e-blasts to our full list to promote the webinar (3 exclusive, 2 in-house)
- 2 months ads on PowerPulse.Net to promote webinar (1 month prior, 1 month after)
- Listed exclusively in Feature section of PowerPulseDaily for at least 1 week
- Listed in Power Spotlight section of PowerPulse.Net (including sponsor logo)
- Event registration (sponsor logo included on Registration page)
- On Demand viewing and monthly named sales prospect lead reports for 6 months after LIVE event
- Plus more ads in PowerPulseDaily (upon availability)

**White Papers** include:
- 2 monthly e-blasts to our full list that promotes all current PowerSpotlights
- Listed in the Power Spotlight section of PowerPulse.Net (including sponsor logo)
- Listed exclusively in Feature section of PowerPulseDaily for at least a week that is sent to our 55K subscribers
- 6 months of named sales prospect leads per white paper sent to the sponsor on a monthly basis
- Sponsor logo linked to sponsor website
**Content Marketing**

Raise brand awareness. Educate the marketplace. Achieve measurable results. Produce a bigger list of named sales prospect contacts!

Content Marketing has emerged more prominently in the last few years as a way for marketers to engage with customers on a new level—a way to connect with a built-in audience by providing quality content that could already be there, making it feel like a native or natural experience.

**LIVE Sponsored Webinars**

As far as customer acquisition channels go, webinars are one of the most effective ways of speaking directly to your potential customers. Every effort to generate an audience for your webinar is an opportunity to promote your brand. With a PowerPulse campaign, you get more than just sales leads -- you get multiple opportunities to build brand awareness and remind prospects about your product over a period of months.

Webinar content can include, but is not limited to, direct promotion and training of your products with registered leads delivered monthly for six months per webinar. PowerPulse webinars should be designed to appeal to the technical engineering community of the global power electronics industry. The publisher retains right to disapprove inappropriate webinars.

Webinar production includes at least one rehearsal with the staff of Opportunity Media to ensure a smooth event. Opportunity Media provides the automated registration system and gathers the registration information as defined by the webinar sponsor. Registration information is sent to sponsors on a monthly basis.

Webinar promotion includes an ad on PowerPulse.Net for two months, one month prior to the event and one month following the event and [as available] in PowerPulseDaily. Plus a series of at least five e-blasts to the entire list of PowerPulse subscribers. Webinars are also listed on the Power Spotlight page.

**Sponsored White Papers**

White paper content may include promotion of app notes, technology introductions, etc. with registered leads delivered monthly for six months per white paper. White papers posted on PowerPulse should be designed to appeal to the technical engineering community of the global power electronics industry. The publisher retains right to disapprove inappropriate white papers.

Opportunity Media provides the automated registration system and gathers the registration information. Registration information is sent to sponsors on a monthly basis.

White paper promotion includes two monthly eblasts that promotes all current PowerSpotlights, and white papers are presented in the Power Spotlight section of PowerPulse.Net. And the most-recently posted white paper(s) are included in the Featured section of PowerPulse-Daily for at least one week.

**Lead Generation**
PowerPulse.Net offers a variety of ad formats, from standard leaderboards and inline rectangles to the new XL half-page “sticky” display ads. The half-page “sticky” ads follow readers down the page as they scroll, staying in view to the end of each story. PPN sponsored white papers and webinars featured in our Power Spotlight section are listed in a “sticky” sidebar as well, giving our sponsors maximum exposure and value. PPN also offers a variety of exclusive premium ad formats, including welcome/interstitial, wallpaper ads, expandable rich media and more. Contact our sales team today for rates and specs.
PowerPulseDaily and PowerPulse Weekly are the premier news services of the global power electronics engineering community. PowerPulseDaily is the most timely, delivered every business day, highlighting the latest new products and industry news. PowerPulse Weekly provides a weekly synopsis of the week's most interesting developments including the '10 Most Read' stories list, the latest Friday Feature, Material Developments and Power Spotlight features, and more. All subscriptions are free and sent by request only to over 50,000 subscribers.
Raising brand awareness and remarketing to past visitors can increase the likeliness of a sale further down the road. Display advertising plays a big part in pushing customers down the sales funnel, eventually leading them to purchase your product or service. Our customized advertising management software, coupled with our extensive readership, enables PowerPulse.Net to guarantee that your ad will generate at least 100,000 monthly impressions.

All ads on PowerPulse.Net are run continuously for an entire calendar month with a guaranteed minimum of 100,000 impressions. Advertisers generally receive more than 100,000 impressions when their ad is run open-ended for an entire month. When the minimum 100,000 impressions level is achieved, your ad remains running, collecting even more value. There is no additional charge for impressions in excess of 100,000 in a given month.

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<th>Online Advertising Rates (per month)</th>
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<th>24x</th>
<th>18x</th>
<th>12x</th>
<th>6x</th>
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<td>Triple Tile</td>
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<th>White Papers, Webinars and e-Blasts (per insertion)</th>
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# PowerPulse Value Packages

Savings are in addition to earned frequency discounts.

## GigaWatt (12-month program)
- Webinars on PowerPulse.Net
- Half-page ad on PowerPulse.Net
- Triple Tile ad on PowerPulseDaily
- White Papers on PowerPulse.Net
- e-Blasts to 55,000 Daily subscribers

| Your Cost  | $155,000 |
| Your Savings | $101,500 = 40% |

## MegaWatt (12-month program)
- Rectangle ad on PowerPulse.Net
- Triple Tile ad on PowerPulseDaily
- White Papers on PowerPulse.Net
- e-Blasts to 55,000 Daily subscribers
- Webinars on PowerPulse.Net

| Your Cost  | $110,000 |
| Your Savings | $61,008 = 36% |

## KiloWatt (12-month program)
- Webinars on PowerPulse.Net
- Rectangle ad on PowerPulse.Net
- Triple Tile ad on PowerPulseDaily

| Your Cost  | $57,000 |
| Your Savings | $29,652 = 34% |

## High-Wattage (12-month program)
- Rectangle ad on PowerPulse.Net
- Leaderboard ad on PowerPulseDaily

| Your Cost  | $29,000 |
| Your Savings | $11,284 = 28% |

## High-Wattage Plus (12-month program)
- Rectangle ad on PowerPulse.Net
- Half-page ad on PowerPulse.Net
- Leaderboard ad on PowerPulseDaily
- White Papers on PowerPulse.Net
- e-Blasts to 55,000 Daily subscribers

| Your Cost  | $43,000 |
| Your Savings | $20,404 = 32% |

## Special Announcement (3-month program)
- Rectangle ad on PowerPulse.Net
- Leaderboard ad on PowerPulseDaily
- White Papers on PowerPulse.Net
- e-Blasts to 55,000 Daily subscribers

| Your Cost  | $40,000 |
| Your Savings | $18,008 = 31% |

Ad formats and positions subject to availability.

For sales inquiries please contact:
Associate Publisher / Managing Editor
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+1 951 751 5654

PowerPulse.Net is an Opportunity Media publication - 20 Years in Publication